



USDA Weekly Retail Turkey Feature Activity

Fri. Jun 22, 2007

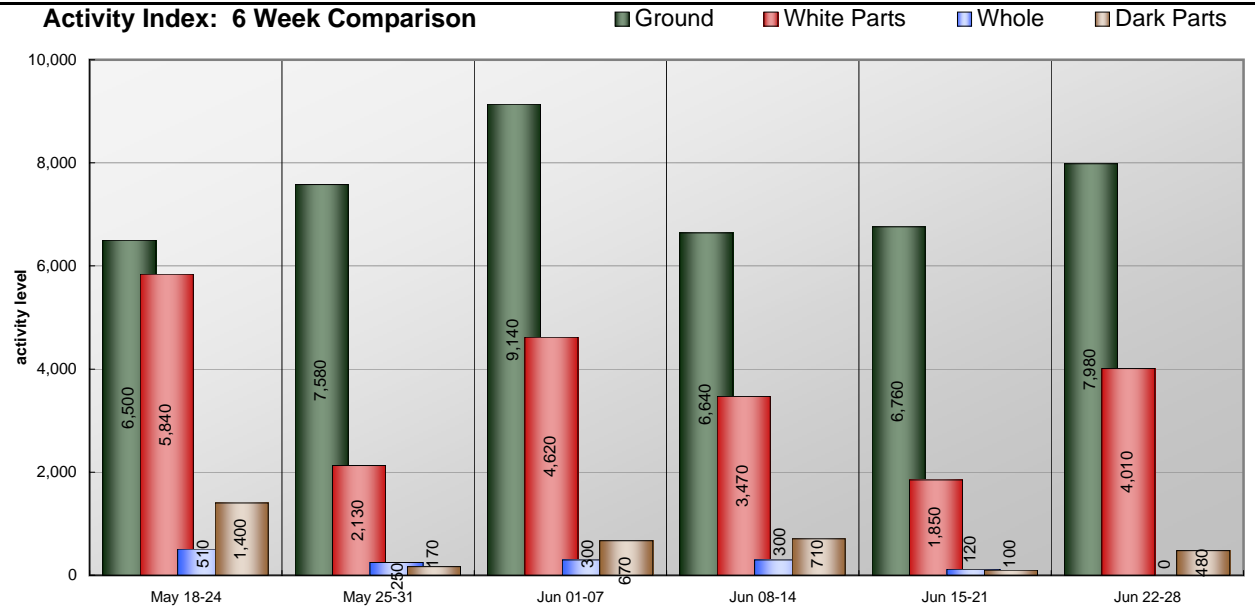
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/22 thru 06/28.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	46.9% of 17,000 outlets		42.5% of 17,000 outlets		44.3% of 17,000 outlets	
Special Rate 4/	0.3%		2.6%		7.8%	
Activity Index 2/	13,610		9,750		13,680	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			50	1.83		
" - Toms			50	1.83		
Frozen - Hens			10	1.09	40	0.98
" - Toms			10	1.09	30	0.89
PARTS:						
Breast:						
Bone-in, whole						
Fresh	560	1.97	310	1.73	890	1.99
Frozen	440	1.68	360	1.44	250	1.12
Hotel Style						
Fresh					250	1.39
Frozen	20	1.69				
Split, bone-in						
Fresh			40	2.49	200	2.49
Rotisserie	560	6.06	500	7.59	2,200	7.21
Boneless, whole	260	3.99	50	3.99	130	3.59
Cutlets	620	4.18	310	3.99	620	3.88
Cutlets, thin sliced	110	4.93				
Strips	200	4.83				
Tenders	1,240	3.97	280	3.05	470	3.88
Marinated Tenders	900	3.85	770	3.65		
Drumsticks						
Thighs	230	1.02	50	2.07	160	1.12
Wings	10	1.58			20	1.69
Necks	230	1.01	30	1.46	250	0.96
Smoked Drumsticks			10	1.39		
Smoked Wings	10	1.58	10	0.99	40	1.05
Smoked Necks						
GROUND TURKEY:						
Patties	7,980	2.54	6,760	2.66	8,130	2.49
Sausage	1,780	2.64	540	2.87	1,040	2.47
85% lean	2,100	2.59	2,310	2.54	2,990	2.41
93% lean	1,500	1.93	1,020	1.97	550	1.65
Breast	2,230	2.59	1,850	2.46	2,640	2.26
Rolls (frsh/frz 1 lb.)	370	4.02	1,040	3.88	910	3.98
	240	1.00	150	1.01	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.

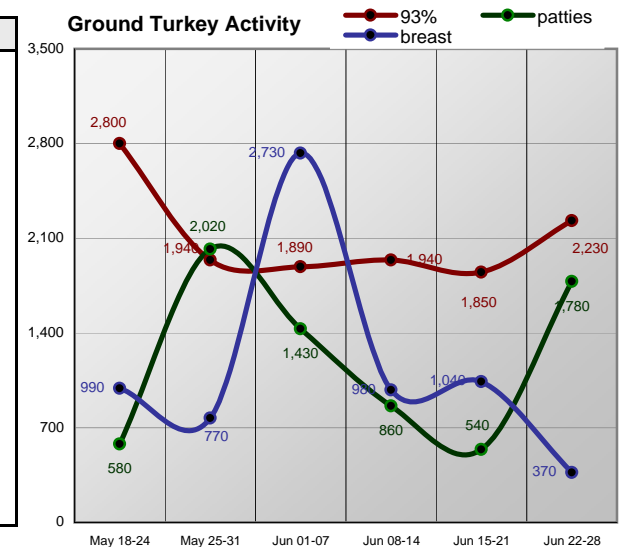
Activity Index: 6 Week Comparison



Turkey Featuring - 06/22 thru 06/28

Featuring of turkey items at the retail counter is more active than last week and on par with last year with the primary focus on ground turkey. Deli breasts are spinning at the same rate as last week while a variety of breast cuts are being offered and at higher average ad prices. Offerings of dark cuts are mixed on volume and price and reflective of last year's activity. Ads for ground items account for nearly 60% of all turkey ads as retailer begin to look towards the rapidly approaching Independence Day grilling period. Patties and sausage items, grill favorites, are featured more actively this week. On average, ad pricing is up from last week.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	47.1% of 7,950 sampled outlets 0.6% of stores w/ no-price promotions Activity Index = 7,270			46.6% of 5,300 sampled outlets 0.3% of stores w/ no-price promotions Activity Index = 3,440			47.0% of 3,750 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,660		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	390	1.99	1.59 - 1.99	170	1.92			
Frozen	1.32	20	1.32	1.19 - 1.59	40	1.44	1.59 - 1.79	380	1.72
Hotel Style									
Fresh									
Frozen	1.69	20	1.69						
Split, bone-in									
Fresh									
Rotisserie	5.99 - 6.97	420	6.09	5.99	140	5.99			
Boneless, whole	3.99	260	3.99						
Cutlets	3.19 - 4.69	490	4.08	3.99 - 4.69	130	4.57			
Cutlets, thin sliced	3.99 - 4.99	110	4.93						
Strips	3.99	40	3.99				4.99 - 5.04	160	5.04
Tenders	2.79 - 4.69	970	3.81	4.69	110	4.69	4.39 - 4.99	160	4.45
Marinated Tenders	3.59 - 4.79	540	3.92	3.49 - 3.99	50	3.78	3.73	310	3.73
Drumsticks	0.99 - 1.39	200	1.01	0.99 - 1.58	30	1.14			
Thighs				1.58	10	1.58			
Wings	0.99 - 1.39	200	1.01	0.99 - 1.39	30	1.04			
Necks									
Smoked Drumsticks									
Smoked Wings				1.58	10	1.58			
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.59	560	2.50	1.99 - 3.75	1,020	2.65	2.99 - 3.00	200	3.00
Sausage	1.99 - 3.49	1,480	2.54	2.46 - 3.27	540	2.74	2.45	80	2.45
85% lean	0.99 - 2.33	570	2.05	1.54 - 2.40	690	1.86	1.43 - 2.39	240	1.86
93% lean	1.92 - 3.07	830	2.63	1.99 - 3.07	450	2.41	2.08 - 2.99	950	2.65
Breast (99-100% lean)	3.19 - 3.84	170	3.69	3.19 - 3.99	20	3.26	3.99 - 4.99	180	4.42
Rolls (frsh/frz 1 lb.)				1.00	110	1.00	1.00	130	1.00